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(54) Title: INTERACTION SYSTEM

(57) **Abstract:** The present invention provides an electronic system for interaction between a specific user and a service provider, comprising: (a) receipt means for obtaining information from the user for establishing a profile of said user; (b) control means for the service provider for providing and displaying one or more system responses to the input provided under (a); (c) means for initialising one or more business rules for each type of system response, said business rules specifying the match between the system response and the related user profile and also the desired outcome in terms of actions to be taken by the user; (d) means for selecting the most appropriate business rule for the user, based on the input given under (a); (e) means for observing the behaviour of the user; and (f) feedback means for updating the business rules based on the difference between the desired outcome and the actual behaviour by the user.